

ReserveCalifornia (R2S2) and DPR Partners

Engaging in Partnerships, April 18, 2017

Session Topics

- › Project Purpose and Objectives
- › ReserveCalifornia.com (Public-facing Name)
- › R2S2 (Internal Name)
- › 8/1/2017 Go-Live Functionality and R2S2 Timeline
- › Solution Overview
- › Visitor Experience
- › Analytics and Reporting
- › Benefits for Parks Partners
- › How to Learn More

Project Purpose

R2S2 was chartered to:

- › Replace the existing reservation system
- › Modernize how visitors reserve and experience California's state park facilities and activities
- › Integrate reservations and point-of-sale services
- › Enhance self-service for reservations and overall service delivery at parks throughout the State
- › Improve data collection and reporting

Project Objectives

R2S2 will:

- › Replace Reserve America
- › Computerize fee collections and point-of-sale services
- › Deliver and support necessary hardware, software, and infrastructure for point-of-sale activities and fee collections
- › Automate revenue tracking and accounting
- › Capture performance metrics (by sales and revenue type, park aide, etc.)

Announcing ReserveCalifornia.com



ReserveCalifornia.com

RESERVECALIFORNIA.COM



California State Parks is excited to announce ReserveCalifornia, the new camping and tour reservations service coming **AUGUST 1, 2017**. Between now and August 1, 2017, continue to make reservations through ReserveAmerica.com as you do today. Beginning August 1, 2017, use ReserveCalifornia.com to make or modify your camping or tour reservations.

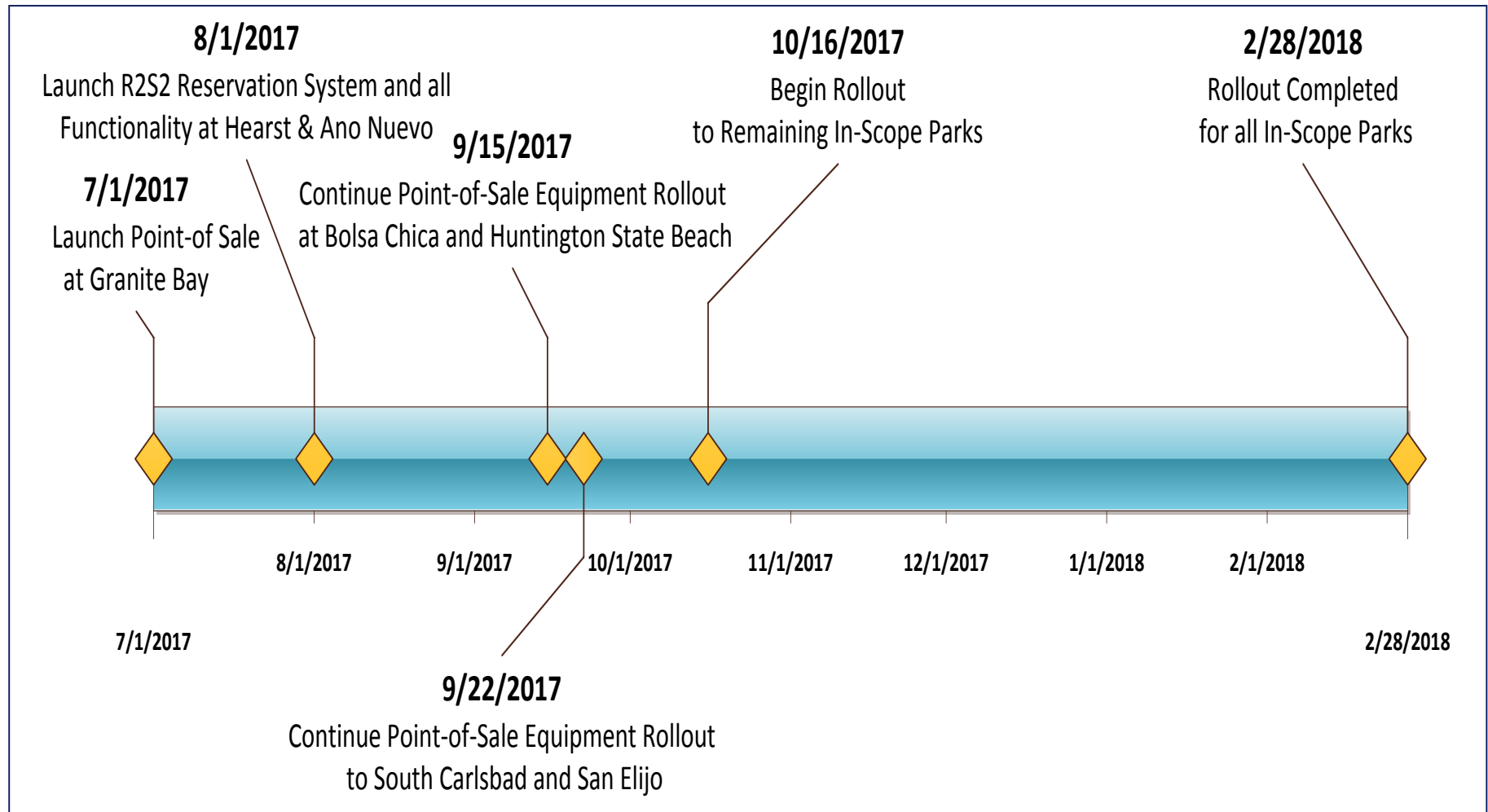
Please check back frequently on ReserveCalifornia.com to get the latest information on our new reservations service, including frequently asked questions (FAQs), news releases and social media posts!

August 1, 2017 Go-Live Functionality

FUNCTION	WEBSITE	CALL CENTER	PARKS/DPR
CAMPING/OVERNIGHT FACILITIES	Camping Reservations	Camping Reservations	Interim Process
HEARST TOURS	Tour Reservations	Tour Reservations	Tour Reservations, Fulfillment, Tour Management
OTHER TOURS (Current Inventory in RA)	Tour Reservations (Ano Nuevo only)	Tour Reservations (all current RA inventory, including group sales)	Interim Process
BOAT LAUNCH RESERVATIONS	As currently in RA	As Currently in RA	Interim Process
PASSES	Current Process	Current Process	Current Process
JR LIFEGUARDS	Current Process	Current Process	Current Process

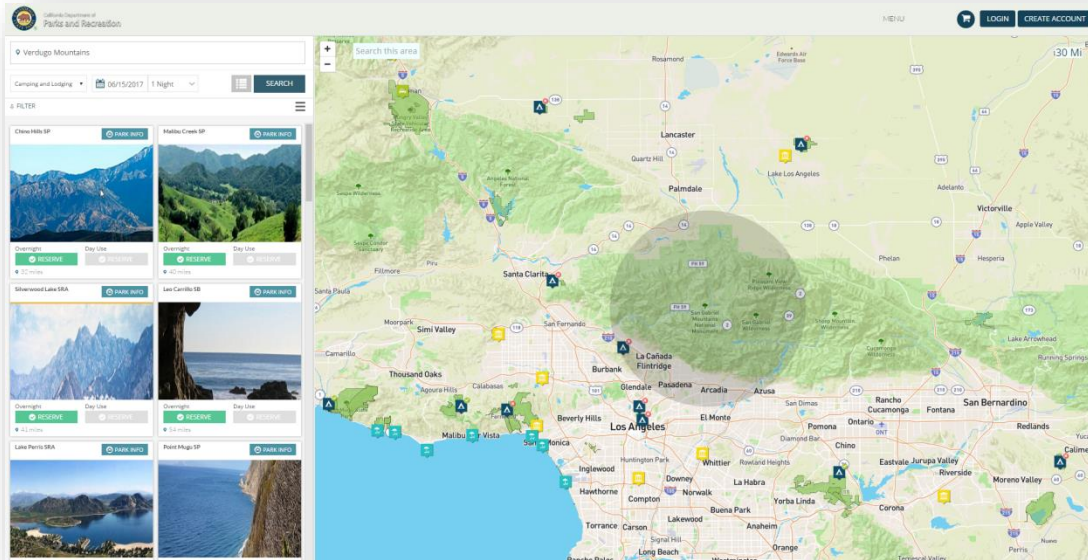
ReserveAmerica shuts down at midnight July 31, 2017

R2S2 Timeline



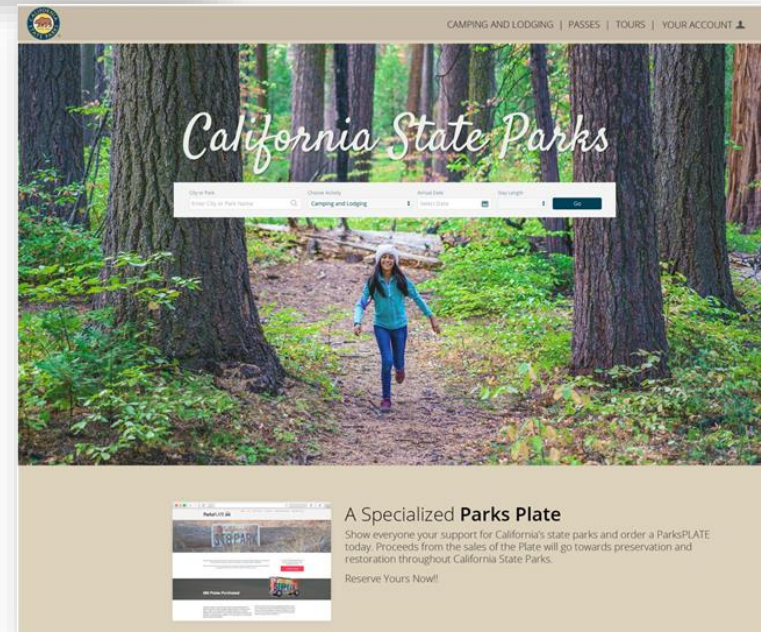
Park Visitor Experience

A Day In the Life of a Park Visitor



- Easy to Find a Campsite
- Attract New Visitors
- Easy to use System
- Mobility
- Social Media Tools

- Educational
- Trip Planning
- Tours
- Enhanced Customer Support



Search for a Park Anywhere in California

The screenshot displays the R2S2 website interface for searching California State Parks. At the top left is the R2S2 logo. The main header area includes a search bar with "Verdugo Mountains" entered, a date filter for "06/15/2017" for "1 Night", and a "SEARCH" button. Below the search bar is a "FILTER" section with a list of parks and their details.

The filter section shows a grid of park cards, each with a photo, name, and reservation options. The visible parks are:

- Chino Hills SP**: Overnight (RESERVE), Day Use (RESERVE), 32 miles.
- Malibu Creek SP**: Overnight (RESERVE), Day Use (RESERVE), 40 miles.
- Silverwood Lake SRA**: Overnight (RESERVE), Day Use (RESERVE), 41 miles.
- Leo Carrillo SB**: Overnight (RESERVE), Day Use (RESERVE), 54 miles.
- Lake Perris SRA**: Overnight (RESERVE), Day Use (RESERVE), 41 miles.
- Point Mugu SP**: Overnight (RESERVE), Day Use (RESERVE), 54 miles.

To the right of the filter section is a large map of the Los Angeles area, showing various parks and landmarks. The map includes labels for cities like Lancaster, Palmdale, Santa Clarita, Simi Valley, Thousand Oaks, Malibu, Los Angeles, and San Bernardino. The map also shows major highways and geographical features like the San Gabriel Mountains and Lake Los Angeles.

View More Park Info

Amenities

Overview

Nearby Places

Places near by

parks

Reviews

Reviews


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HEATHER MENOSKY

reviewed: Jan. 4, 2017

Visited on Jan. 1, 2017. Maybe it was busy because of a MASH actor's passing, or maybe because it is always busy, but the number of people seemed pretty high. We really wanted to see the Regan Ranch and thought we followed the signs well, but missed it completely. Bummed, because it was a 'once in a life time' kind of trip, yet happy we visited this beautiful place. So different from our Michigan Parks, glad we went.

Filter by Amenities

**California Department of
Parks and Recreation**

BOOKING

PLAN MY TRIP

CITY OR PARK

Big Basin Redwoods State Park


ARRIVAL DATE

8/7/2016


NIGHTS

1

GO

 **FILTERS**

Distance



Park Finder

Clear All

Showers

Dump Station

Biking ✕

Picnic Area ✕

Visitors Center

Hiking Trails ✕

Nature Trails

Restrooms

Comfort Station

Fire Rings

Ranger Station

Rental Type

Cabin

✓ Check all ✕ Uncheck all ✕

☐ Cabin (2 Person)

☒ Cabin (3 Person)

☐ Cabins

☐ Yurt

☐ Cottage

Easy Campsite Search

California Department of Parks and Recreation

Home » Big Basin Redwoods SP » Lower Blooms Creek

Lower Blooms Creek 6/15/2017 1 Night

☐ Show ADA Site Only

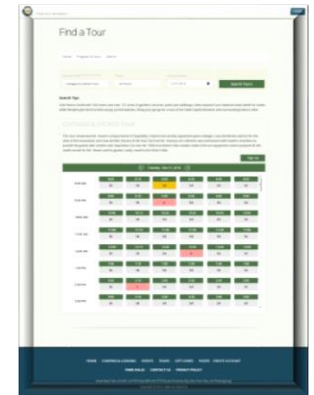
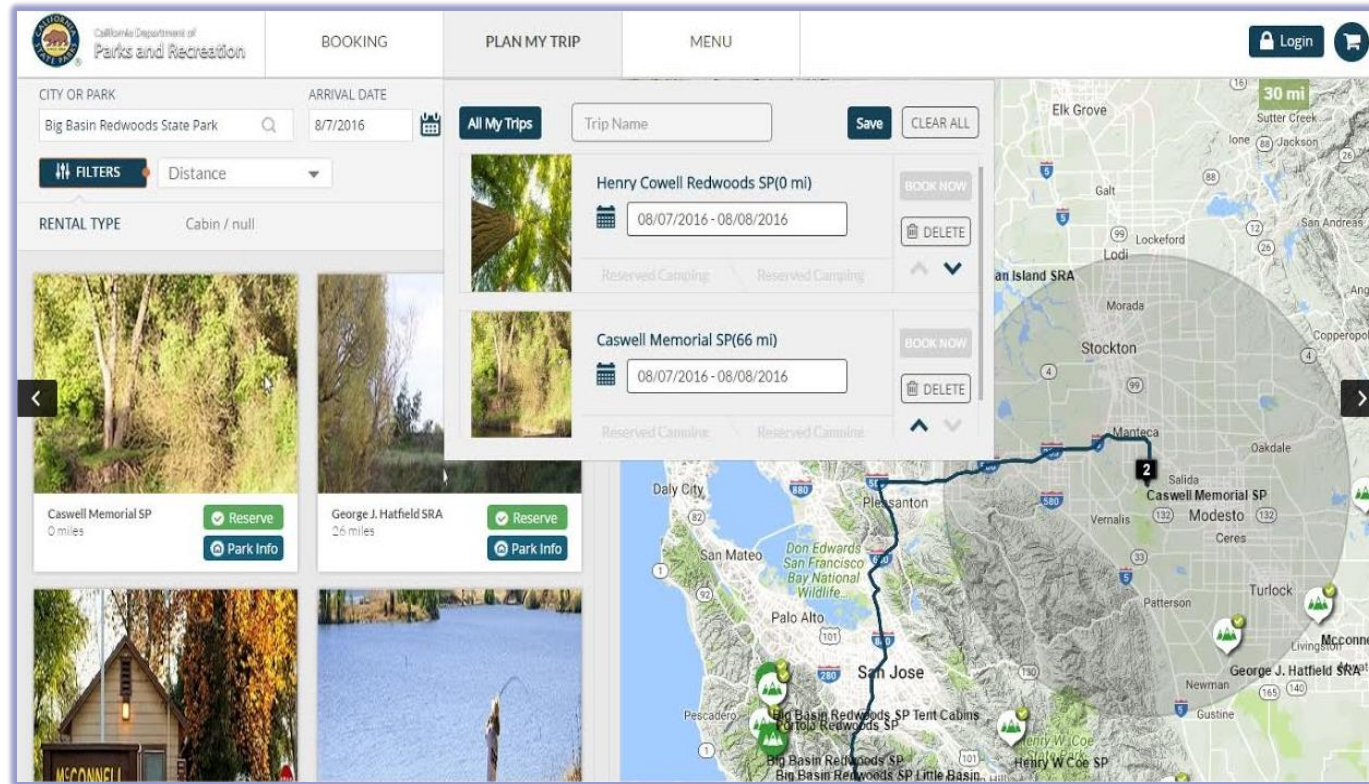
FILTER

UNITS

	THU 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21
Standard (Developed) #130B							
Standard (Developed) #131B							
Standard (Developed) #132B							
Standard (Developed) #133B							
ADA - Standard (Developed) #134B							
ADA - Standard (Developed) #135B							
Standard (Developed) #136B							
Standard (Developed) #138B							
Tent Only Site (Developed) #103B							
Tent Only Site (Developed) #104B							
Tent Only Site							

LEGEND

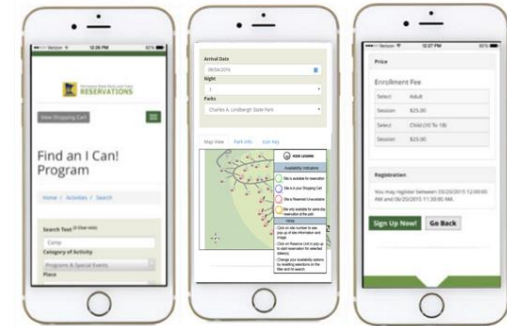
Itinerary Planning – Find Local Services



Schedule Tours



Other Activities & Ways to Interact with California Parks



Park Operations and Analytics Reporting

The Grid

DATE BASED MATRIX

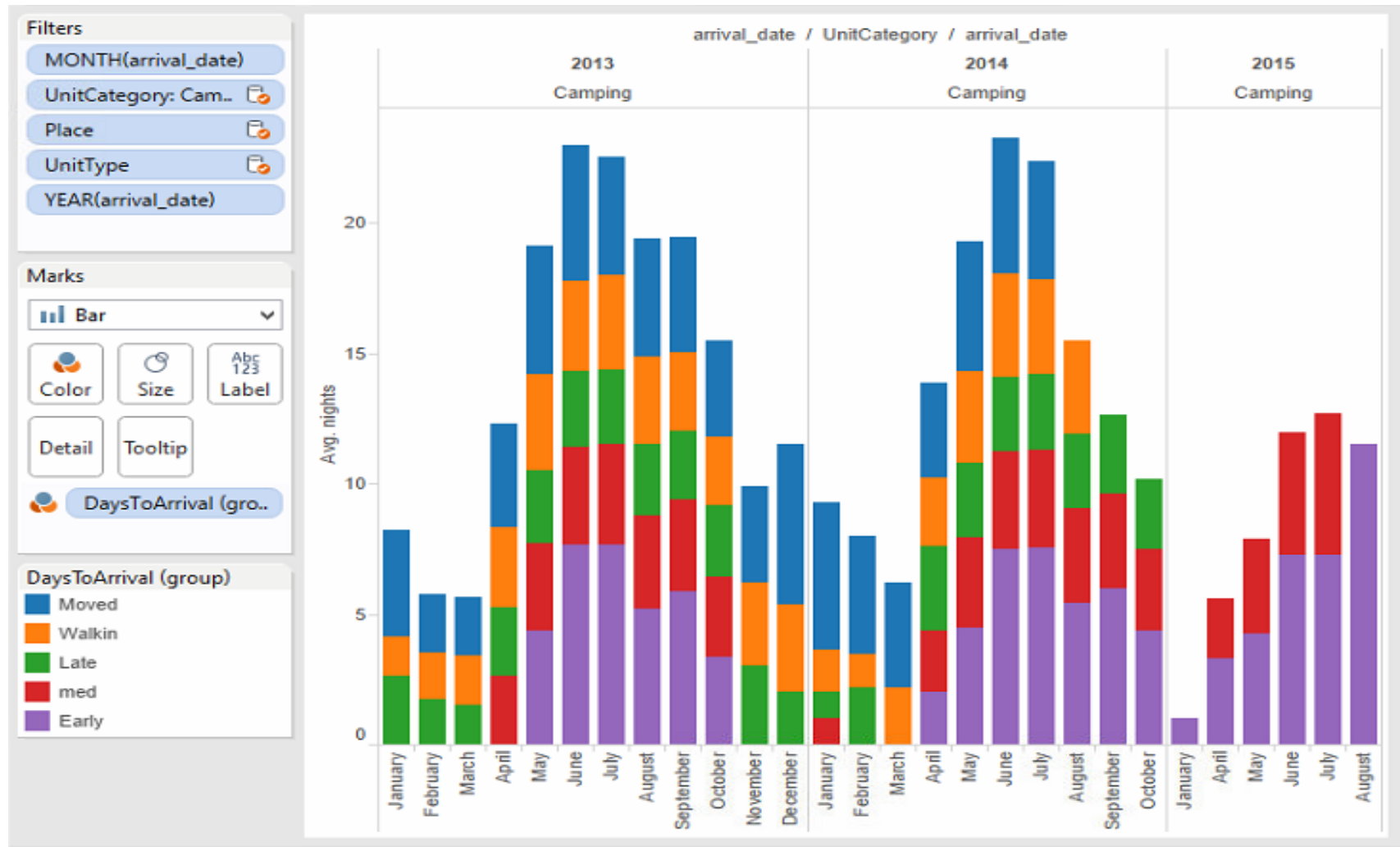
Big Basin Redwoods SP All Facilities From 12/14/2016 Due Outs Filter Refresh

		December 2016													
UNIT TYPE	UNIT	WED 14	THU 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25	MON 26	TUE 27
Group Standard A	NSS														
Group Tent Only A	NSS												ALEX, TONY - 105486		
Standard (Developed)	ADA1														
	ADA2							ALEX, TONY - 105...							
	RVT1	ANDERSON, BILL - 105244					ALEX, TONY - 105288								
	RVT2							ALEX, TONY - 105329							
Tent Only - Walk-In	T 1														
	T 2								Blocked						
Tent Only Site (Develop...)	T 1								Blocked						
	T 2								Blocked						
Lower Blooms Creek															
STANDARD	CHst	Blocked For Training													
Standard (Developed)	130B														
	131B														
	132B	DAVIES, ANDREW - 105239													
	133B														
	134B			PResident visit				TAYLOR, KEITH - ...				GUPTA, MADHU - ...			
	135B	Blocked For Training				TAYLOR, KEITH - 105275									
	136B	Blocked For Training													
	138B	Blocked For Training							AND...		AND...		AND...		

Blocked
Reserved
Check In
Check Out
On Hold
Selected
Unavailable

Analytics and Activity Management

Reporting – Business Intelligence (BI) Reporting Samples



Financial Management & Reconciliation

Revenue by Tender Type and Taxes

Department	Subtotal	IncludedTax	Total	GIFTCARD	CashChecks	TotalCreditC...	TotalTenders
S.G. Resale Non-Food	\$257.27	\$19.73	\$277.00	\$0.00	\$66.00	\$211.00	\$277.00
S.G. Resale Prepackaged Fo...	\$9.52	\$0.48	\$10.00	\$0.00	\$6.00	\$4.00	\$10.00
Visitation - Entrance Fees	\$826.00	\$0.00	\$826.00	\$0.00	\$438.00	\$388.00	\$826.00
729 - Camping Improved	\$7,042.97	\$635.03	\$7,678.00	\$25.00	\$3,454.00	\$4,199.00	\$7,678.00
729 - Day Use	\$1,040.00	\$0.00	\$1,040.00	\$0.00	\$480.00	\$560.00	\$1,040.00
729 - Misc Revenue	\$4.60	\$0.40	\$5.00	\$0.00	\$5.00	\$0.00	\$5.00
Permits	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Reservation Fees	\$672.00	\$0.00	\$672.00	\$0.00	\$336.00	\$336.00	\$672.00
Visitation - Entrance Fees	\$928.78	\$81.22	\$1,010.00	\$0.00	\$988.00	\$22.00	\$1,010.00
729 - Camping Improved	\$1,097.79	\$102.21	\$1,200.00	\$40.00	\$227.40	\$932.60	\$1,200.00
729 - Day Use	\$80.00	\$0.00	\$80.00	\$0.00	\$0.00	\$80.00	\$80.00
729 - Lodging	\$744.81	\$65.19	\$810.00	\$0.00	\$570.00	\$240.00	\$810.00
Reservation Fees	\$114.00	\$0.00	\$114.00	\$0.00	\$38.61	\$75.39	\$114.00
S.G. Resale Non-Food	\$12.89	\$1.11	\$14.00	\$0.00	\$10.00	\$4.00	\$14.00
Visitation - Entrance Fees	\$696.72	\$59.28	\$756.00	\$0.00	\$708.00	\$48.00	\$756.00
729 - Camping Improved	\$2,411.00	\$211.00	\$2,622.00	\$0.00	\$0.00	\$2,640.00	\$2,622.00
729 - Day Use	\$514.92	\$45.08	\$560.00	\$0.00	\$0.00	\$560.00	\$560.00
Cancellation Fees	\$120.00	\$0.00	\$120.00	\$0.00	\$0.00	\$110.00	\$120.00
Reservation Fees	\$402.00	\$0.00	\$402.00	\$0.00	\$0.00	\$402.00	\$402.00
729 - Camping Improved	\$829.41	\$72.59	\$902.00	\$0.00	\$0.00	\$902.00	\$902.00
729 - Day Use	\$551.73	\$48.27	\$600.00	\$0.00	\$0.00	\$600.00	\$600.00
729 - Lodging	\$2,142.49	\$187.51	\$2,330.00	\$0.00	\$0.00	\$2,330.00	\$2,330.00
Reservation Fees	\$276.00	\$0.00	\$276.00	\$0.00	\$0.00	\$276.00	\$276.00

Revenue by General Ledger Fund

revenue_location	Department	Fund	Month of Date	2014
SHS	S.G. Resale Non-Food	264	January	277.00
	S.G. Resale Prepackaged Fo...	264	January	10.00
	Visitation - Entrance Fees	CT4	January	826.00
State Park	729 - Camping Improved	CT4	January	15,008.00
	729 - Day Use	CT4	January	1,700.00
	729 - Misc Revenue	CT4	January	5.00
	Cancellation Fees	CT4	January	80.00
	Permits	CT4	January	0.00
	Reservation Fees	CT4	January	1,572.00
	Visitation - Entrance Fees	CT4	January	1,010.00
State Park	729 - Camping Improved	CT4	January	4,974.00
	729 - Day Use	CT4	January	1,080.00
	729 - Lodging	CT4	January	5,690.00
	Reservation Fees	CT4	January	948.00
	S.G. Resale Non-Food	264	January	14.00
	Visitation - Entrance Fees	CT4	January	756.00
SHS	729 - Misc Revenue	CT4	January	0.00
	Visitation - Entrance Fees	CT4	January	16.00

Cash and Check Deposits

Place	deposit_slip..	
SHS	264018178	\$169.00
	264018177	\$88.00
State Park	264017390	\$2,480.00
	264017389	\$640.00
State Park	264016777	\$676.01
	264016775	\$204.00
Call center	Null	\$0.00
SHS		\$12.00
Central Office	264017541	\$1,844.00
	264017542	\$1,212.00
	Null	\$0.00
	264017543	\$0.00
	264018328	\$861.00
	264018327	\$44.00

Customer Profile Data & Activity Management

- Automatic Customer Classification
- Address Validation
- Discounts
- Visitation
- Reporting

1 of 1 Find | Next

Memberships Detail Report Generated On: 6/25/2015 2:15:26 PM

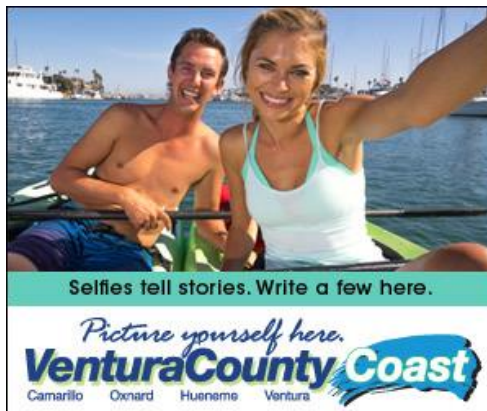
place	Membership	Customer Name	Primary Phone	Classification	Pass Number	Purchase Date	Effective Date	Visits Purchased	Membership Status	Expiration Date/ Visits
Kennedy Recreation Center	Adult Pool Season Pass			Adult		06/09/2015	06/09/2015	0	Active	10/08/2015
				Adult		06/22/2015	06/22/2015	0	Active	10/21/2015
	Child Season Pool Pass			Child (5 - 12)		06/22/2015	06/22/2015	0	Active	10/21/2015
				Child (5 - 12)		06/11/2015	06/11/2015	0	Active	10/10/2015
	Family Season Pool Pass (5 limit)									



Park Partners

Benefits for Park Partners

- › New point-of-sale (POS) and reservation equipment
- › Equipment technology refresh throughout the contract lifecycle
- › Help Desk support for equipment, communication and application-related issues
- › Greater on-site system functionality for checking visitors in or out (i.e., making real-time changes)
- › Built-in analytics to help manage operations, customer demographics, visitation trends, financials, etc.
- › Marketing and outreach programs

[illegible]

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How to Learn More

- › Bi-Weekly R2S2 WIFY Forum
- › R2S2 Portal and R2S2 Email Address
- › Participation in Monthly AO Meetings
- › Updates for Brian Ketterer's Weekly Report to District Superintendents
- › Weekly Meetings with Partnerships Office and Concession Section
- › Weekly Meetings with Xerox/Conduent Training Team
- › Weekly Updates to AOs through Adrien Contreras

External Communications

- › New Releases
- › Weekly Digest
- › Facebook and Twitter Posts
- › ReserveCalifornia.com
- › parks.ca.gov
- › Job Aids to Guide Staff in Communicating with the Visitors



Contact the R2S2 OCM Team

For the most current R2S2 information, log on to the R2S2 portal at:

www.parks.ca.gov/r2s2

If you have questions, send us an email at:

DPR.R2S2@Parks.ca.gov